

Marketing & Promotion

ROLLING RFP — YOUR 30-DAY WINDOW OPENS AT REGISTRATION

Issued by	Victory Spirits Development
Entity	CWI Ventures LLC d/b/a Victory Spirits Development
Program	Victory Spirits Barrel Lab™
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PART I — THE PROGRAM AND THE CLOCK

1. About this RFP

Barrel Lab™ is the operating layer for American whiskey's surplus barrel inventory — a wholesale marketplace with valuation, conversion, compliance, and route-to-market built in, powered by Victory Spirits Development and industry partners like you.

This RFP seats the Marketing & Promotion panel. It is a rolling solicitation: there is no fixed close date. Your individual 30-day submission window opens the day you register, and panels are selected as complete responses arrive — the earliest complete files are reviewed first. Part I of this document (Sections 1–3) describes the program and the submission clock. Part II (Sections 4–8) is the response itself: every field in Sections 4 through 8 is a requirement, and a file is not complete until they are answered or marked N/A with a reason.

Answer in this document or in your own format using these section numbers. Every line is either answered, marked N/O (not offered), or marked N/A with a one-line reason. A blank is read as no answer, and no answer is the leading cause of a file stalling at Day 30.

Where a document is called for — a certificate, a permit, a certificate of insurance, a sample — attach it. Claims that are not evidenced are recorded as unverified and scored accordingly.

If any part of the scope is performed by an affiliate, a parent, or a subcontractor rather than by the responding entity, say so at the line item. Certifications, permits, and insurance held by a related company are not treated as held by the respondent unless the relationship is disclosed and documented.

2. Scope

Barrel Lab™ buyers arrive with a bottle on the shelf and no one asking for it. Marketing on this platform has three layers, and this RFP seats the third. Layer one is a self-service content builder — every Barrel to Bar™ Premium Access buyer gets an AI agent that turns their product images and brand narrative into daily social content, at no charge. Layer two is a managed program run by Victory Spirits Development, which evolved from a digital marketing agency and creates digital activation programs for brands: geo-targeted social and digital campaigns around the accounts where the product is sold, at \$2,500 per month for a brand's first market, including \$1,250 of paid media, with multi-market programs scoped

and quoted. Layer three is this panel — outside agencies and specialists whose services a buyer can add to either of the first two, or take instead of them. Respond with what you do that the first two layers do not.

We are sourcing:

- Paid social and programmatic campaigns, including geofenced mobile around retail, bar and restaurant accounts
- Social content production beyond the self-service builder: photography, video, creator and influencer programs
- Public relations, launch communications and trade press
- Experiential: tastings, events, festivals and on-premise activations with staffing
- Measurement: foot-traffic attribution, depletion-linked reporting, and budget recommendations against a stated response goal

3. The 30-day rolling submission

Three milestones from your registration date. Early submission of any milestone is welcome; the clock never accelerates, only you do.

Day 0 • Register

Register at the link or QR that brought you here. Registration timestamps your window and returns the submission packet and upload instructions.

By Day 7 • Initial response

- Statement of intent to participate
- One-page firm outline: team, location, spirits experience
- Three beverage alcohol marketing programs you ran in the past three years, with your role, the channels, and the results

By Day 21 • Supporting documents

- Portfolio of no fewer than five beverage alcohol brand campaigns, with objective, channels, spend band and outcome
- One sample client reporting deck or dashboard (redacted acceptable) showing spend, reach, and a business result
- Process summary: brief through creative approval, compliance review, launch and optimization
- Statement of how you handle alcohol advertising compliance — age gating, platform policies, responsibility statements, tied-house limits
- Three client references

Sections 4 and 5 of Part II are due at this milestone.

By Day 30 • Final pricing and capabilities

- Fixed-fee packages and monthly retainers by service line
- Management fee basis — flat, percentage of media, or hourly — and minimum media
- What each package includes and excludes; minimum term and notice
- Reporting cadence, attribution method and data provided
- Rights in creative produced and any licensed-element terms

Sections 6, 7, and 8 of Part II are due at this milestone.

PART II — THE RESPONSE

4. Respondent profile and qualification

This section is common to every Barrel Lab™ partner category. It establishes who you are as a legal and commercial counterparty. It is completed once; if you respond to more than one category, tell us and we will carry it across.

4.1 Legal identity

Item	Response
Full legal entity name, exactly as registered	
Trade names, d/b/a, or assumed names used commercially	
Entity type (LLC, C-corp, S-corp, LP/LLP, sole proprietor, foreign entity)	
State or country of formation	
Date of formation	
Principal place of business (street address)	
Mailing address, if different	
Federal EIN, or foreign tax identification number	
Secretary of State / registry file number	
D-U-N-S number, if held	
Website, and LinkedIn or trade profile	

List every parent, subsidiary, or affiliate that would perform any part of the work, hold any permit or certification relied on in this response, or invoice the client. Give the legal name, jurisdiction, and relationship for each.

Identify every person or entity holding 10% or more of the respondent, and state whether any ownership or control is held outside the United States. Name the officers, managers, or partners authorized to bind the entity, with title.

4.2 Business history and standing

Item	Response
Year the business commenced operations	
Year the business commenced under current ownership	
Predecessor entities, prior names, mergers or acquisitions (past 10 years)	
Employees — full-time / part-time / contract	
Annual revenue band (<\$1M / \$1–5M / \$5–25M / \$25–100M / >\$100M)	
Bankruptcy, receivership, assignment for creditors, or material default (past 7 years)	
Litigation, arbitration, regulatory action, license suspension, or consent order involving the entity or its principals (past 5 years)	

Where the answer to either of the last two lines is anything other than None, describe the matter, the year, and the resolution. Disclosure is not disqualifying; a later-discovered omission is.

State whether you are willing to provide, under the mutual NDA and on request, any of: reviewed or audited financial statements, a bank reference, a current D&B report, or a trade credit reference.

4.3 Contacts

A project brief that reaches the wrong inbox is a project brief that misses its window. Give a named person for each role; write “same as above” where one person covers more than one.

Role	Name	Title	Email	Direct phone
RFP / proposal contact				
Authorized signatory (contracts)				
Day-to-day account or project manager				
Operations / scheduling				
Quoting / estimating				
Accounts receivable and billing				
After-hours or escalation contact				

Item	Response
Main switchboard	
Time zone and normal business hours	
Holidays observed / annual shutdown periods	
Preferred channel for receiving project briefs (portal / email / API)	
Target acknowledgment time for a new brief	

4.4 Locations and facilities

List every location that would touch Barrel Lab™ work, including offices, plants, warehouses, labs, and studios. Add rows as needed.

Location name	Full address	Function	Owned / leased	Capacity or size

4.5 Licenses, permits, and registrations

List every license, permit, or registration you hold that is relevant to this scope. Include TTB permits (DSP, bonded warehouse, wholesaler, importer, or basic permit), state alcoholic beverage licenses by state, state sales and excise tax registrations, local business licenses, professional licenses, customs broker or motor carrier authority, and anything named in Section 5 of this RFP. Attach a copy of each.

Type	Issuing authority	Number	Status	Expiration

Type	Issuing authority	Number	Status	Expiration

State the legal entity named on each permit. If it is not the responding entity, explain the relationship.

4.6 Certifications and quality

List every certification you hold or claim. Attach the certificate for each. Common examples across our categories: ISO 9001, ISO 14001, ISO 22000, ISO/IEC 17025, FSSC 22000, BRCGS Packaging Materials, SQF, GFSI, cGMP, HACCP, G7 Master, FSC or SFI chain of custody, kosher (OU, Star-K, KOF-K), USDA Organic, Non-GMO, B Corp, SOC 2 Type II, PCI DSS, and any state or trade-body accreditation.

Certification	Certifying body	Certificate no.	Issued	Expires	Site / scope covered

Three answers are required in writing, and they carry real weight in scoring:

- Which certifications are held by the responding entity itself, and which are held by a parent, affiliate, or production partner? Name the holder for each.
- Is any certification currently lapsed, suspended, under corrective action, or in renewal? Give the status and the expected date.
- Has any certification, permit, or registration been revoked, denied, or withdrawn in the past five years?

Describe your quality system in one paragraph: who owns it, how nonconformance is recorded and closed, and what a client receives if something goes wrong.

4.7 Insurance

Complete every line that applies and mark the rest N/A. Attach a current certificate of insurance.

Coverage	Carrier	Policy number	Per occurrence	Aggregate
Commercial general liability				
Products / completed operations				
Property, including goods of others (bailee)				
Cargo / transit				
Liquor liability				
Professional liability (E&O)				
Cyber liability				
Commercial auto				

Coverage	Carrier	Policy number	Per occurrence	Aggregate
Umbrella / excess				
Workers' compensation				

- ☐ Willing to name CWI Ventures LLC d/b/a Victory Spirits Development and referred buyers as additional insured on a per-project basis
- ☐ Willing to provide a certificate of insurance on request and 30 days' notice of cancellation or material change
- ☐ Waiver of subrogation available on request

4.8 Capacity and staffing

- Name the team that would carry Barrel Lab™ work, with role and years of relevant experience for each.
- State current utilization and the capacity available over the next 90 days.
- State the maximum number of concurrent Barrel Lab™ projects you can carry without a change in lead time.
- Describe your surge plan — overtime, second shift, standby contractors, partner overflow.
- State any seasonal constraint, blackout window, or annual maintenance shutdown.
- List languages supported, if relevant to the work.

4.9 Experience and references

Provide three references, preferably in beverage alcohol. References are contacted only after shortlisting and are held in confidence.

Company	Contact and title	Email and phone	Period	Scope performed

Describe three representative engagements matching the scope in Section 5 — year, client (may be anonymized), scope, size, and outcome. State any prior work with Victory Spirits, Barrel Lab™, or any of its buyers, and any categories outside spirits that you serve.

4.10 Conflicts, exclusivity, and non-circumvention

- Disclose any exclusive arrangement, territory restriction, or most-favored-customer commitment that would limit your ability to serve Barrel Lab™ buyers.
- Disclose any ownership or economic interest you or your principals hold in a competing marketplace, barrel brokerage, valuation service, or platform.
- Disclose any family, ownership, or employment relationship with Victory Spirits personnel or with another partner on any Barrel Lab™ panel.
- Describe your conflict-management policy — how you handle two clients competing in the same category.
- ☐ We acknowledge the non-circumvention term: a buyer introduced to us through Barrel Lab™ is a platform-introduced relationship for twelve (12) months from introduction, and work with that buyer arising from the introduction is reported to the platform whether or not it is contracted through it.

4.11 Subcontracting and supply chain

- For each scope item in Section 5, state whether it is performed in-house or subcontracted, and name the subcontractor and its location.
- Confirm that subcontractors are bound to equivalent confidentiality and insurance obligations.

- State the country of origin or manufacture for any goods supplied.
- State whether any labor, production, or data processing supporting this work occurs outside the United States, and where.

4.12 Systems, data, and integration

- Name the systems you use to receive briefs, quote, schedule, produce, and invoice.
- State whether you can accept a structured project brief and return a quote in a fixed format, and whether by portal, email, or API.
- State your standard quote turnaround in business days from a complete brief.
- Describe deliverable formats and delivery method.
- State your data retention and destruction policy, and where client data is stored.
- Name a contact for security and data questions.

4.13 Attestations

The signatory named in Section 4.3 attests to each of the following. An unchecked box is treated as a negative answer and must be explained.

- ☐ The information in this response is true and complete, and we will notify Victory Spirits within ten (10) business days of any material change.
- ☐ The respondent and its principals are not debarred, suspended, or excluded from any federal or state program.
- ☐ The respondent complies with OFAC sanctions and applicable export controls, and no prohibited person holds an interest in it.
- ☐ The respondent complies with applicable anti-bribery and anti-corruption law.
- ☐ The respondent complies with applicable employment, wage-and-hour, and work-authorization law.
- ☐ The respondent will execute the mutual non-disclosure agreement provided at registration and, where applicable, project-level agreements.
- ☐ The respondent understands there is no fee to register, respond, or be seated, and that no payment, gift, or consideration has been offered or requested in connection with placement.
- ☐ The respondent understands panel membership is non-exclusive, carries no volume commitment, and may be reviewed or ended at any time.

4.14 Business classifications (optional)

If the respondent holds a small business, minority-owned, women-owned, veteran-owned, LGBTQ-owned, HUBZone, or comparable state certification, list it with the certifying body and number. This is collected so we can answer buyer questions accurately. It does not affect scoring.

5. Services offered — capability and scope

Mark each service in-house, subcontracted, or not offered.

Service	In-house	Sub	N/O	Notes, limits, or constraints
Paid social campaign management (Meta, X, LinkedIn, Pinterest)				
Geofenced mobile and programmatic display / video around accounts				
Search and shopping campaigns				
Media planning and buying — digital audio, streaming, OOH				
Social content production: photography				

Service	In-house	Sub	N/O	Notes, limits, or constraints
Social content production: short-form video				
Creator and influencer programs (21+ audiences)				
Community management and comment moderation				
Public relations and trade press				
Launch communications and press events				
Experiential: tastings and on-premise activations				
Event staffing and brand ambassadors				
Sampling programs where legal				
Email and SMS marketing (consumer, compliant)				
Point-of-sale and retailer-facing collateral				
Website and landing pages for campaigns				
Foot-traffic attribution and store-visit measurement				
Depletion-linked reporting and budget recommendation				
Alcohol advertising compliance review				
Distributor co-op and trade program design				

State clearly whether you will work alongside the two Victory Spirits layers — taking the self-service content as an input, or adding a service the managed program does not offer — or only as a full replacement. Both are routed; a yes on the first materially increases the volume sent to you. Also state whether you or your principals hold any wholesaler or retailer license or interest.

6. Project scope and fixed-price packages

Barrel Lab™ routes work to partners who can be quoted against without a scoping call. For each package below, state a fixed fee or a tight range, say exactly what is included, and say what is excluded. Where you genuinely cannot productize an item, give a representative recent project fee and the assumptions behind it — a real number with caveats is far more useful to us than “quoted on scope.”

Ref	Package	What is included	Fixed fee or range	Timeline
MK-P-01	Geofenced Account Campaign — one market, 30 days (media excluded or included: say which)			
MK-P-02	Paid Social Management — monthly, by media band			
MK-P-03	Launch PR Package (release, trade outreach, 30 days)			
MK-P-04	Content Production Day — photography and short-form video			

Ref	Package	What is included	Fixed fee or range	Timeline
MK-P-05	Creator / Influencer Program — per campaign			
MK-P-06	Tasting & Activation Program — per event, staffed			
MK-P-07	Measurement & Reporting only — attribution and budget recommendation			
MK-P-08	Full Managed Program — monthly retainer, media excluded			
MK-P-09	Trade Program Design — distributor co-op and retailer programs			
MK-P-10	Multi-Market Program — two or more markets, priced per added market			

Price the Geofenced Account Campaign as a product: a stated media budget, a stated number of accounts fenced, and the deliverable — impressions, store visits attributed, and a report. Buyers on the Victory Spirits managed program already carry \$1,250 per month of media in their first market; a partner package that layers on that spend should say so. The Full Managed Program is the comparison point against the Victory Spirits program at \$2,500 per month for the first market including \$1,250 media — state yours on the same basis so a buyer can compare, and price each added market separately under the Multi-Market Program.

For every package you price, state: media minimum and whether media is inside or outside the fee; management fee basis; minimum term and notice; what is billed at cost (production, talent, event fees); what triggers a change order; deposit and payment terms; cancellation fee; and what the buyer must supply (assets, approvals, account list) for the fee to hold.

7. Rate schedule and commercial terms

Rates

Ref	Item	Rate	Unit / basis	Notes and assumptions
MK-R-01	Account director / strategist, hourly or monthly			
MK-R-02	Media buyer, hourly or % of media			
MK-R-03	Content producer / photographer / videographer, day rate			
MK-R-04	Copywriter and community manager, hourly			
MK-R-05	Publicist, hourly or monthly			
MK-R-06	Brand ambassador / event staff, hourly			
MK-R-07	Management fee as % of media, and the minimum media it applies to			

Ref	Item	Rate	Unit / basis	Notes and assumptions
MK-R-08	Creator fees — pass-through markup, if any			
MK-R-09	Production, talent, event and platform fees — billed at cost or marked up			
MK-R-10	Reporting and attribution tooling — included or separate			

Commercial terms

Item	Response
Minimum engagement fee or minimum monthly retainer	
Minimum term and notice period	
Deposit and payment schedule	
Cancellation fee	
Media billed through you or paid directly by the client to the platform	
Creative rights: assigned to the client on final payment? Usage terms for talent and creators	
Exclusivity: do you require category exclusivity? Will you accept a competing whiskey brand?	
Referral fee or platform share you would accept on platform-introduced engagements — flat fee or percentage	
Willingness to hold rates for twelve months	

8. Match data — how projects route to you

The fields below are read by the Barrel Lab™ match engine. They are the difference between being on a panel and being sent work. Answer every one; where a field does not apply, write N/A rather than leaving it blank.

Field	Response
Service lines offered (paid media / content / PR / experiential / measurement)	
Markets and metros where you have run alcohol campaigns in the past two years	
Alcohol brands marketed in the past three years — count and categories	
Minimum media budget you will manage, per month	
Minimum engagement fee or retainer floor	
Concurrent client capacity and next available start date	

Field	Response
Will you take a single campaign or single market? (Yes / No)	
Will you build on the Victory Spirits self-service content or managed program? (Yes / No)	
Attribution method for store visits and depletions	
Reporting cadence and format (dashboard / PDF / live access)	
Conflicting American whiskey brands currently on your roster	

PART III — EVALUATION, TERMS, AND SUBMISSION

9. Evaluation

Complete files are scored on the weights below. Incomplete files at Day 30 are held, not rejected — but only complete files reach panel review.

Criterion	Weight
Beverage alcohol campaign track record with measured results	25%
Compliance competence — age gating, platform policy, tied-house awareness	20%
Pricing transparency — productized packages, media basis, what is at cost	20%
Measurement — attribution to visits and depletions, budget recommendations	15%
Willingness to layer on the Victory Spirits builder and managed program	10%
References and firm stability	10%

Victory Spirits reserves the right to seat more than one partner in a category, to assign partners to defined roles within a panel, and to make no award.

10. Terms of participation

- **Rolling review.** Panels are seated as complete responses arrive; panel membership is reviewed periodically and remains open to later registrants.
- **Confidential both ways.** Your pricing, capabilities, and terms are never shared across the panel; Barrel Lab™ project details shared with you are held in confidence under the mutual NDA provided at registration.
- **No pay-to-play.** There is no fee to register, respond, or be seated. Placement is earned on capability, responsiveness, and terms.
- **One intake, ongoing flow.** A seated partner receives every matching project routed by the platform without re-bidding, subject to periodic refresh of pricing and capacity.
- **Pricing currency.** Rates submitted at Day 30 are held for twelve (12) months unless a material market change is agreed in writing, and are refreshed annually.
- **Anonymized until quoted.** Partner identities and rate cards are not disclosed to buyers until a qualified quote request is submitted; buyers evaluate on anonymized capability profiles.
- **Direct contracting.** Engagements are contracted between the partner and the buyer, or through Victory Spirits at the buyer's election. Victory Spirits does not take title to partner deliverables and acts as introducer, program manager, and technical liaison.

— **No obligation.** This RFP is not an offer; Barrel Lab™ may decline any or all responses, may seat more than one partner per category, and is not liable for response costs.

11. Submission checklist

A complete file contains all of the following. Use this list as your cover page.

- ☐ Sections 4 through 8 answered in full, with N/O or N/A and a reason on every line not answered
- ☐ Certificate of formation or equivalent, and a current certificate of good standing
- ☐ Copies of all licenses and permits listed at 4.5
- ☐ Copies of all certificates listed at 4.6
- ☐ Certificate of insurance covering the lines at 4.7
- ☐ W-9 (or W-8BEN-E for non-US respondents)
- ☐ Three references with current contact details
- ☐ Signed mutual non-disclosure agreement
- ☐ Signed attestation block at Section 4.13
- ☐ Portfolio of at least five beverage alcohol campaigns with objective, channels, spend band and outcome
- ☐ One client reporting deck or dashboard sample (redacted acceptable)

12. Authorization

The undersigned is authorized to bind the respondent and certifies that the attestations at Section 4.13 are true.

Item	Response
Legal entity name	
Signature	
Printed name	
Title	
Date	

Submit and questions

Register via the QR or link that brought you here. Milestone submissions upload through your registration link, or by email with the RFP number VS-MKTG-2026-001 in the subject line.

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